

WUCZ - FM/WRKM - AM



PO BOX 179  
CARTHAGE, TN 37030  
615-735-1350 FAX 615-735-0381  
[www.1041theranch.net](http://www.1041theranch.net)

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To: Chairman Kevin Martin  
Federal Communications Commission  
Commissioner Michael J. Copps  
Commissioner Jonathan S. Adelstein  
Commissioner Deborah Taylor Tate  
Commissioner Robert M. McDowell

As a small market AM/FM combo, we exist and can only exist by listening to and then serving our local communities each and every day. From early morning announcements about school closings due to inclement weather, to announcing local blood drives and fundraisers, to our live coverage of local high school basketball and football games. Admittedly, we make money from our endeavors, but if we were not doing the things our community asked, we would not have the support of local advertisers and local listeners. We feed them, they feed us. In a day and age when it's not always politically correct, we open our Sunday mornings on both stations to local churches and their religious programs, programs that reflect the religious beliefs of the community.

Being a mom and pop operation, we can open our playlist wider than some larger stations and we encourage local singer/songwriters to submit materials for possible airplay and have showcased on more than occasion - talent from our community. As a music station in a community without a "theatre" or "music venue", we host several events a year to bring live music to our community and encourage local talent to participate whenever possible.

Because we feel serving the community is what separates us from satellite radio, we continually invite all local organizations to submit any and all events they have planned and announce these events daily. We want all local events to be as successful as possible and realize our role in achieving this goal. Additionally, we are in communication with the local Smith County Mayor's office and they alert us to any open meetings and events being held

in our community. This communication also extends to the Smith County Chamber of Commerce which also alerts us to meetings, festivals, business meetings and public events. Jim West - our afternoon air personality, sports director, production director, and PSA director - also researches newspapers and websites from surrounding counties to find events of interest and concern. We break programming for all Amber Alerts provided by our EAS equipment, we also announce when a child is recovered or found to let our listeners know the EAS and Amber Alert works when people listen and react.

We break programming for all EAS alerts - from flood warnings to tornado warnings to severe storms and more. Additionally we announce school and business closings, water breaks, road closures, lost pets and the occasional "bulls loose on Carmack Avenue". With our studios and the majority of our listeners located at the junction of two potential leaky dam breaks, we announce and attend local meetings and inform our listeners about the current problems as well as locations of inundation. We do all these things not only because it's expected of us, but because it's what's right. Being locally owned and operated, we know these announcements are important to our listeners and the growth and safety of our community and we proudly announce local events from all sources throughout all day parts.

Being in a rural area, we know our listeners, that is we see them face to face at restaurants, grocery stores and sporting events and welcome all comments pro and con. We know they demand family friendly programs so, we look for music and content that fits their wishes. They thank us and our sponsors for providing the broadcasts of all local high school basketball and football games.

We understand the importance of our station in remembering "the communities" we serve, and strive for that daily. Any additional burden on our payroll, additional fees or added scrutiny will only distract us from what we do every day. We currently keep records of all EAS alerts and tests; we keep our public file up-to-date with issues we cover through each reporting period. Having a limited staff and being in a non-rated market not looked at by agencies we depend on our small community of advertisers. If asked to add to our staff to have a body in the building 24/7, if asked to add to the paper work we currently do daily, I would have to ask more from our advertisers and having been at this station for 16 years, I am certain they would not be able to do more. I bought these stations to keep our focus, our sound, and programming local and would not want to face the possibility of having to sell the license to pay my bills.

We wake up the community, tell them what's happening locally, entertain them with programming, go with them as they pick up their kids, drive them

home from work and remind them The Girl Scouts are selling cookies this Saturday in front of Wal-mart.

Sincerely,

Dennis Banka  
Owner/GM/PD/MD  
Banka Media, Inc  
Wood Broadcasting, Inc.  
WUCZ 104.1 The Ranch  
AM 1350 Sporting News Radio  
PO Box 179  
104 Z Country Lane  
Carthage, TN 37030  
615 735-1350  
[dennis@1041theranch.net](mailto:dennis@1041theranch.net)  
<http://www.1041theranch.net>